

## LSTA dollars supplement exemplary library service projects

by Guynell Williams, LSTA Coordinator

Both Richland and Greenville County Libraries reported stellar outcomes for projects funded with Library Services and Technology Act (LSTA) funds.

### Greenville County Library System (GCLS)

With \$5,215 in LSTA funds to supplement local cash and in-kind dollars, the GCLS implemented "Family Fridays," a series of nine free programs designed for families and offered free of charge. GCLS wanted residents to view their library not only as a resource for information but also as an affordable destination for quality family activities. Although the project targeted families of all types, additional efforts were undertaken to target families whose incomes placed them near or below the poverty level. Health centers, childcare conferences, Greenville County Schools Family Learning Programs, child development centers and other venues were the focus of marketing efforts. Bilingual flyers and posters were distributed to showcase performing artists.

"Family Fridays" attracted monthly attendance averaging 147 and ranging from a low of 60 to a high of 338, for a total of 1,324 for the months of October 2006 – June 2007. Through surveying, staff were able to determine that 13% of attendees were from the library's primary target group (yearly income less than \$25K). Attendees were also asked if "Family Fridays" gave them a more favorable feeling about the library and whether they would visit the library more as a result. Responses were overwhelmingly positive, such as:

"This is our first program to visit, but we're very excited and plan to tell our friends. Thanks for providing such a wonderful family-friendly program!"

"Yes, it is great that the library provides these programs. Thank you!"



When the project was first envisioned, some doubted that GCLS staff would be able to get a large number of people to attend anything at the library on a Friday evening. But, with the help of LSTA funds, GCLS staff proved that when programs are scheduled that are appealing to families and are marketed as extensively as possible, people will come. GCLS staff, having received a \$5,000 contribution from the GCLS Friends to continue "Family Fridays" programming beyond the life of the LSTA grant, and having found that programs that fully engage audiences are received more enthusiastically, have already begun a new round of programs and are planning several others. Programs will feature a ventriloquist, a new theater troupe, a zany guy with a whole lot of kazoos, a juggler and much, much more. Beverly James is director of the GCLS. For additional information on "Family Fridays" visit <http://www.greenvillelibrary.org/>.

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## Of Bob Dylan, Collaboration, and The Rolling Stones

Listening to the sound track of Ken Burns' recent documentary The War, I was struck at how the music caught the spirit and emotions of the time. That listening experience provided the opportunity to think about what a sound track for my life might sound like.

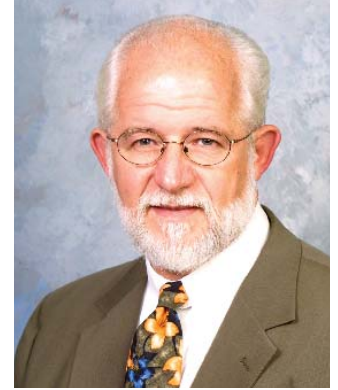
There would be different tracks for different periods of my life, but underlying it all would be a lot of Bob Dylan's music. I have always been fascinated at how many times in his career he has reinvented himself and revolutionized the music. One song that resonates with me is his "The Times They Are A-Changin'." The song had meaning when I first heard it and continues to do so. I particularly like the line "...Your old road is rapidly changin'/Please get out of the new one/If you can't lend your hand/For the times they are a changing."

These words describe where the South Carolina library community is today; finding that the old ways are not going to serve us well and caught in a rapidly changing technological environment that affects everything we do. It is encouraging that so many in the community are willing to lend their hand for the greater good of the intellectual landscape. I have never seen the kind of cooperation and collaboration that I have seen in South Carolina. And the community is expansive. Some of the organizations that serve the greater good include the SC Arts Commission, the Humanities Council, SC First Steps, and the USC School of Library and Information Science. There are many others. The times are a changin' and we are driving the change. It is a great time to be in libraries in South Carolina.

Another fascinating point of light in our community is that the collaboration and cooperation that exists, does so in an environment so resource challenged. With a scarcity of resources, an equally justifiable approach is for everyone to protect their own turf. That is not happening here in South Carolina. We are a community with the sensibility of the Rolling Stones. We understand that you can't always get what you want, but if you try real hard, you get what you need, especially when you work together.

It is great to be back in South Carolina. It is great to be working with folks so willing to lend a hand and willing to try real hard. It's great to be in a place where folks understand that we are stronger and smarter together than we are individually.

All the best for the New Year and let's continue to enhance collaboration and cooperation skills in 2008.



By **David S. Goble,**  
Director



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## LSTA dollars supplement exemplary library service projects (continued from page 1)

### Richland County Public Library (RCPL)

Combining \$64,563 in LSTA funds with \$76,000 of local matching and in-kind dollars, RCPL laid the necessary technological infrastructure for realization of a long desired library service model for residents of Northwestern Richland County. Library officials sought the LSTA award to implement their proposal for use of technology to link a storefront service center library model to resources already available within the RCPL system. Local and other funds were used to rent storefront space in Ballentine, while ...LSTA funds purchased computer, telephone and network equipment. RCPL project staff worked with a global leader in visual communication to implement a video-conferencing solution to provide direct, personal communication from the Ballentine location to main library in Columbia—thereby allowing a Ballentine customer to interact with a reference librarian at the main library. Main library staff in Columbia can actually complete an interactive reference interview/transaction with a Ballentine customer just as they would if the person were standing in front of them.



In describing the project and its outcomes, RCPL director David Warren said, "To emphasize the uniqueness of

this new facility, which is intended to build support for increased services and the need to build a permanent branch in this areas, the facility will be called 'The Link.' ...The logo was designed to emphasize the link it will provide to RCPL's invaluable services, green building mission and new technologies. During the period of planning, we referred to the facility as a 'connect center.' We feel 'The Link' would be in keeping with this original designation and would better convey the purpose on this interim facility."

Although innovation is the hallmark of this LSTA funded project, its exemplary status also comes because of the other story behind the remarkable pursuit of this vision, i.e., a classic textbook collaboration between citizens, library officials and county officials that made a vision, first conceived years ago, finally a reality. The Friends of RCPL organized a group

called "Citizens for a Ballentine Library" and mounted an organized campaign to appeal to County Council members. "Citizens for a Ballentine Library" and the Friends of the Library mailed 8000 postcards to local citizens, held a community meeting to share information about plans for the library and were supportive throughout the budget process when library officials sought operational funds for The Link.

The Link-Ballentine (located at 1321 Dutch Fork Road) held its grand opening on December 4, 2007. Remarking on their success, Project Director, Helen Ann Rawlinson, RCPL Deputy Director for Youth and Support Services, said, "Opening a new facility is always exciting, but the opportunity to offer better library service using new technologies makes this project very special." The Link features a popular reading collection for all ages, wireless Internet access and a state-of-the art video conferencing reference system. For more information contact the project administrator or visit RCPL's web site at [www.myrcl.com](http://www.myrcl.com).

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### WebLION Upgraded

by Catherine Morgan, IT Director

**The State Library has recently upgraded its online catalog, WebLION. Please update your bookmarks to the new address: <http://weblion.statelibrary.sc.gov>. This latest version of the catalog features more information about item availability on the brief hit list, spell check, and a browse hit list when a keyword search returns no entries.**

**Information Technology Services has a new Network Administrator. LaBon S. Hardy joined the ITS staff in October. Mr. Hardy recently retired from the USAF after 25 years of distinguished service in the areas of information technology management, information system security management, and network administration. Originally from Irmo, Mr. Hardy spent the last 17 years serving in Europe and Asia. His last duty station was Japan. Mr. Hardy can be reached by email at [lhardy@statelibrary.sc.gov](mailto:lhardy@statelibrary.sc.gov), or by phone at 803.734.8627.**



## DISCUS Update

Dec 2007

by Amy Duernberger, DISCUS Program Director

### DISCUS Announces New Additions for January 2008.

DISCUS will ring in the New Year with some great additions to its lineup of high quality databases. As a result of database evaluations and contract renewal negotiations, the DISCUS Program is delighted to announce the addition of these resources from Gale (at no additional cost for South Carolina citizens):

- **Opposing ViewPoints Resource Center**
- **Science Resource Center**
- **History Resource Center: World**
- **LitFinder**
- **Educator's Reference Complete**
- **Book Review Index Online Plus**
- **Small Business Resource Center**
- **Nursing Resource Center**

Additionally our contract renewals resulted in the addition of a product designed especially for elementary age children. **Amazing Animals on the World** is a database developed for grades 2 and up. Look for it to be added to the Grolier Online menu of encyclopedias in January.

The DISCUS program wishes to thank members of the DISCUS Database Assessment Committee and additional volunteers for taking their time to work on the database evaluations - a project that resulted in the provision of this great new content for South Carolinians. For more information about DISCUS, contact Amy Duernberger at [discusoffice@statelibrary.sc.gov](mailto:discusoffice@statelibrary.sc.gov).

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## Making a "SPLASH" in Libraries for South Carolina's Spanish Speakers

by Kathy Sheppard, Library Development Services Consultant

The South Carolina State Library will partner with WebJunction and the Bill & Melinda Gates Foundation to present workshops in January- March 2008 focusing on public library outreach to Latino residents of South Carolina.

The workshops, entitled SPLASH! Launching Successful Library Services for South Carolina's Spanish Speakers will cover issues related to cultural competencies, WebJunction online resources, marketing of library services, and programming for Spanish speakers. Panels of service providers from local communities will provide first-hand knowledge

about the needs and interests of Latinos. A gala end-of-project event in late April 2008 will celebrate El Dia de los libros/El Dia de los ninos (Day of the Book, Children's Day.) Trainers for the full-day workshops are Jennifer Kelley (Kershaw County), Cindi Sapp (Spartanburg County), and Kulcey Cassidy (Florence County.)

Workshop participants will learn:

- Awareness of cultural differences and issues
- How to contact local service providers and form community partnerships
- How to market programs and services to Latino residents

- Best practices for introducing Spanish speakers to technology

SPLASH workshops will be offered in counties with fast-growing Hispanic/Latino populations. Library directors, trustees, and front line library staff are encouraged to attend. Workshop dates and registration is available now at <http://www.statelibrary.sc.gov>. For more information, contact Kathy Sheppard, Library Development Consultant at (803) 734-8653 or [ksheppard@statelibrary.sc.gov](mailto:ksheppard@statelibrary.sc.gov).



## Ribbon Cuttings - New and Improved Libraries in SC



Ribbon-cutting at the Powdersville Branch Library's grand opening. Shown from right are Faith A. Line, library director; Bill Dees, former Anderson County District 6 councilman; SC State Rep. Dan Cooper.

The **Anderson County Library System** celebrated the opening of its new Powdersville branch on Sunday, Nov. 18. The new library is approximately 12,000 sq. ft. and will house 75,000 volumes and other materials. There is expanded space for computers and tutoring areas, and a 75-seat meeting room is named for the Cely family, of Powdersville.

The building, designed by the Greenville architectural firm of Craig, Gaulden and Davis, also houses several county offices. The entire complex has been named for SC State Representative Dan Cooper.

Earlier in the fall, the Friends of the Anderson County Library hosted its third annual Starburst Storytellers' Festival, in cooperation with Anderson University. Regionally and nationally-acclaimed tellers from around the Southeast and the country performed at

the Main Library and the university and visited over 2,500 children in classrooms throughout Anderson School District 5 from Oct. 28-Nov. 1.



**Williamsburg County** on November 4th greeted the openings of spacious new children's services areas at its libraries in Kingstree and Hemingway. State legislators, county and town officials, and library supporters and friends gathered to mark the occasions.

The projects, constructed simultaneously at the libraries, added additional square footage for youth literature collections and enabled enhancement of the existing library facilities.

Williamsburg County Supervisor Stanley Pasley said at one of the dedications, "It's always great to come

out in a setting and opportunity such as this, one where we're looking at the future of Williamsburg County and the surrounding area. Anytime we can come together and see all the elected officials and all the citizens out here coming together to work for a common goal for our future, which is our children, that's what we need to do."

Funding for the projects was coordinated by Senator J. Yancey McGill and the rest of the legislative delegation for Williamsburg County.



### **ABBE Regional Libraries Adopt 3M RFID and Selfcheck Technology thanks To LSTA Grant**

From August to October of 2007, a team of staff members from the Aiken-Barnberg-Barnwell-Edgefield Regional Library system, criss-crossed their four-county service area, visiting ABBE's fourteen member libraries. Dubbed the "RFID Rangers" by ABBE Systems Manager, Vic McGraner, this team of 10 staff members, working alongside local library staff, placed Radio Frequency Identification (RFID) tags in the library's approximately 250,000-volume collection. The RFID Rangers were quickly followed at each library by a 3M technician, who installed RFID work pads at each library's circulation desk for checking materials in and out using the RFID technology.

As soon as the tagging phase of the project was complete, a second tour of libraries was made by ABBE staff for the purpose of scouting locations and prepping the circulation desks for the installation of twelve 3M SelfCheck stations. In a few libraries, ABBE had to contract with a local cabinetmaker to drill holes and install grommets.

"But for the most part, we did it ourselves," said ABBE Director, Mary Jo Dawson. "We're very fortunate to have several staff members who are fans of the home improvement cable shows and know how to use power tools."

On October 22, ABBE debuted the 3M SelfCheck stations to the public. To increase interest in the new technology, ABBE sponsored a CHECK OUT AND WIN contest during the month of November. Every patron who used a self check-out station was automatically entered to win.

Prizes included eleven 3M gift bags, one for each library location offering self check-out, as well as a grand prize of an Acer laptop computer.

In November, ABBE circulated 57,363 items with 45.3% being checkout out via a 3M SelfCheck station. "We're very pleased with the numbers we were seeing and the favorable comments were receiving from the public," said Dawson. "Although I'm sure the contest created a lot of excitement, I don't expect the self check-out statistics to drop much now that the contest is over. The public loves the convenience of doing it themselves."

ABBE staff began to investigate RFID technology in 2004 while building a new headquarters library for Barnwell County Public Library. When that library opened in October 2005, it included a 3M RFID materials security system, circulation work pads and RFID chips in approximately one-fourth of the collection.

"Because we had very minimal funding to increase staff in Barnwell even though the library was more than twice as large, we knew we had to maximize the efficiency of our circulation operations," said ABBE Director Mary Jo Dawson. "RFID seemed like the obvious choice to us."

Based on the success of the Barnwell Library, ABBE administrators were committed to extending RFID technology to all our libraries circulation procedures and also adding a self check-out component as soon as a funding opportunity presented itself.

"Fortunately, the South Carolina State Library embraced our vision by providing an Institute of Museum and Library Services and Technology Act (LSTA) grant," said Dawson. "We were able to

combine this grant with lottery and other local funding to make this successful project possible."

### **The Big Read - Spartanburg Style**

Spartanburg County Public Libraries took a trip back in time to the 1920s. From September 30 through November 10, SCPL offered the program The Big Read - Gatsby About Town. An initiative of the National Endowment for the Arts, The Big Read is designed to restore reading to the center of American culture by encouraging reading for pleasure and enlightenment.



***Spartanburg County Public Library patrons viewing photos and memorabilia from the Matthew J. and Arlyn Bruccoli F. Scott Fitzgerald Collection from the University of South Carolina.***

During the six week program, over 3,300 teens and adults in Spartanburg County viewed exhibits and attended book discussions, concerts, film programs, lectures, theatrical readings, walking tours, writing workshops, and teen programs all relating to the book *The Great Gatsby* by F. Scott Fitzgerald.

Over 4,200 free copies of *The Great Gatsby* were given away at high schools and eateries around the county. Eleven Braille copies and books on CD were given to the South Carolina School for the

Deaf and Blind. Everywhere you went people were reading and talking about the book.

The Big Read kicked off with a lecture by University of South Carolina's Dr. Matthew J. Bruccoli, who is considered to be the foremost authority on F. Scott Fitzgerald. In fact, SCPL was the first public library in the nation to exhibit the Matthew J. and Arlyn Bruccoli F. Scott Fitzgerald Collection from the University of South Carolina. The collection includes Fitzgerald's personal journal, walking cane, briefcase and flask as well as galley proofs and rare editions of his books.

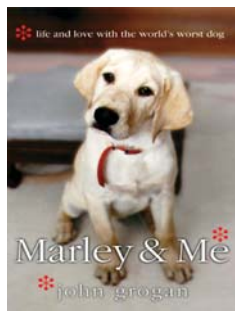
An essay contest was held for teens with the theme "Can Money Buy Happiness?" Seventy-five students competed for the chance to win \$1100 - \$100 to keep and \$1000 to give to their chosen charity. The Spartanburg Humane Society is \$1000 richer, thanks to the winning essay by tenth grader Ben Chalmers.

The community response to The Big Read - Gatsby About Town has been phenomenal. Library staff have received calls and emails commending the program - and, of course, asking for the title of next year's Big Read book.

### One Book Berkeley 2008

Berkeley county residents will share the joy of reading this winter as One Book Berkeley embarks on its inaugural community reading program. Marley and Me: life and love with the world's worst dog by John Grogan is the title of this year's book. A series of programs

and events, sponsored by the Friends of Berkeley County Library in conjunction with the Berkeley County Library, are planned for January and February 2008.



Marley and Me has been so popular since its publication in 2005 that a preteen version, Marley: A dog like no other, and a

picture book version for younger children, entitled Bad Dog Marley, have been issued. So, readers of all ages can participate.

One of the goals of the One Book Berkeley reading campaign is to place a copy of Bad Dog Marley in each Berkeley County Kindergarten through Second grade classroom and individuals and businesses throughout the county are being asked to help make this a reality.

Look for more information about One Book Berkeley at the Berkeley County Library website [www.berkeley.lib.sc.us](http://www.berkeley.lib.sc.us).

### York County Library Hosts Thirteenth Annual Patchwork Tales Storytelling Festival

Patchwork Tales Storytelling Festival, March 6-8, 2008, promises to be an unforgettable weekend of storytelling, workshops, and music for adults and family audiences. Performers include national storytellers Willy Clafin, Leeny Del Seamonds, and the duo of Jeri Burns and

Barry Marshall, known as the Storycrafters. Regional storyteller Darion McCloud, the Madcap Puppet Theatre, and bluegrass music by the Shady Grove Band will round out the three-day festival.

Performances include the Down Home Concert for adults, the Storytelling Sampler, Lost Stories by Madcap Puppet Theatre and the scary Ghostly Gallery for teens and adults. All events are free and are held at the Baxter Hood Center at York Technical College in Rock Hill.

Patchwork Tales has been described as "the best kept secret in York County." The festival is hosted by the York County Library and sponsored by the Friends of the Library, Comporium Communications, the Herald, and Wal-Mart.

For a complete schedule, or to be added to the mailing list, contact Diane Williams, Festival Coordinator, at 803-981-5840 ([dianejjj@hotmail.com](mailto:dianejjj@hotmail.com)) or visit [www.patchworktales.org](http://www.patchworktales.org).



**Young fans wait for the stories to begin at Patchwork Tales Storytelling Festival**

# NEWSworthy



# for your CALENDAR

**January 18**  
**APLA Meeting @ State Library**

**January 21**  
**Library Closed**

**January 23**  
**SPLASH! Workshop @ State Library**

**January 31**  
**Public Library Appreciation Day (PLAD) @ State House**

**February 18**  
**Library Closed**

**February 29**  
**Bookmobile Librarians Exchange @ Southeast Branch/RCPL**

**March 6**  
**Public Services & Reference Exchange @ State Library**

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